



# Campbellton-Cascade Corridors

## Redevelopment Plan Report



**The City of Atlanta Bureau of Planning**

*Final Draft  
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## **Acknowledgements**

Shirley Franklin  
*Mayor, City of Atlanta*

### **Atlanta City Council**

Lisa Borders  
*President of Council*

Carla Smith  
Kwanza Hall  
Ivory Lee Young Jr  
Cleta Winslow  
Natalyn Mosby Archibong  
Anne Fauver  
Howard Shook  
Clair Muller  
Felicia A. Moore  
C.T. Martin  
Jim Maddox  
Joyce Sheperd  
Ceasar C. Mitchell  
Mary Norwood  
H. Lamar Willis

### **Department of Planning and Community Development**

Steven R. Cover, Commissioner

### **Bureau of Planning**

Alice Wakefield, Director

## **Consultant Team**

Glatting Jackson Kercher Anglin Lopez Rinehart, Inc.

### **In Association with:**

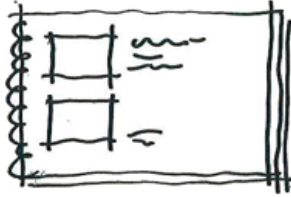
Key Advisors, Inc. & Bleakly Advisory Group - Real Estate Market

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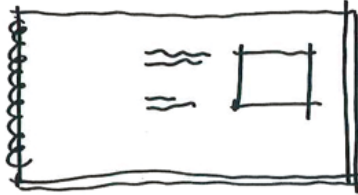


## How the Plan Materials are Organized



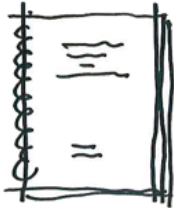
### Redevelopment Plan Report

This document provides the comprehensive description of the Redevelopment Plan with specific sections dedicated to each corridor.



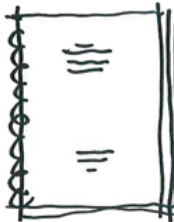
### Map Appendix

This appendix is an 11x17" reference document of key maps for each corridor and provides an enlarged summary of the proposed projects maps.



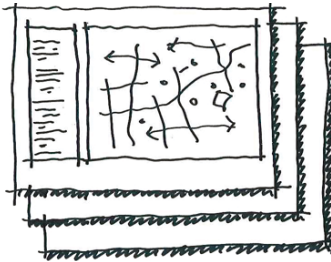
### Market Analysis Report

This is a separate support document that describes the real estate market and demographic analysis that led to and supports the development recommendations of the plan.



### Transportation Analysis Report

This is a separate support document that describes the transportation analysis and evaluation that led to and supports the recommendations of the plan.



### Corridor Summary Posters

The corridor summary posters are large format corridor maps that illustrate the recommendations and proposed projects for each corridor.

### Contact Information

City of Atlanta Bureau of Planning  
Bill Dunkley, Principal Planner  
404-330-6725  
email: [bdunkley@atlantaga.gov](mailto:bdunkley@atlantaga.gov)

### Project Website

All reports and documents are available for download from the project webpage at:  
[www.atlantaga.gov/government/planning/campbellton-cascade.aspx](http://www.atlantaga.gov/government/planning/campbellton-cascade.aspx)

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**Section 1: “Big Picture” Overview** – This section provides a review of the planning process, market and economic development strategy, and implementation approach.

**Section 2: Existing Conditions and Analysis** – This section provides a detailed description of the study area context analysis for each corridor looking at transportation, land use, urban design, planning initiatives, and market trends.

Sections 3, 4 & 5 are structured as stand alone sections for each corridor. They describe the public process and visioning and defining recommendations, projects and implementation.

**Section 3: Cascade Avenue** – Recommendations & Implementation

**Section 4: Campbellton West** – Recommendations & Implementation

**Section 5: Campbellton East** – Recommendations & Implementation

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# Executive Summary

## City of Atlanta's New Century Economic Development Plan

The City of Atlanta's New Century Economic Development Plan, adopted in 2005, identified 6 Economic Development Priority (EDP) Areas, where the city will focus on promoting economic development in historically underserved areas of the city. These areas include:

1. Donald L. Hollowell Parkway
2. Memorial Drive/MLK Drive
3. Summerhill/Peoplestown Neighborhood
- 4. Campbellton Road and Cascade Avenue**
5. Simpson Road
6. Jonesboro Road

The City has been working on creating and updating Redevelopment Plans for all the 6 EDP areas. Based on these plans, all city departments and agencies will work together to facilitate and promote economic development in these areas. Major initiatives/programs that are or will be available for developing these areas include:

- Tax Allocation Districts – based on a study conducted by the Atlanta Development Authority and individual plans for each area, districts may vary. TADs will be established by the end of 2006 for key areas along Campbellton Road, Georgia Avenue in the stadium neighborhood, and Donald L. Hollowell Pkwy.
- Urban Enterprise Zones – All of the 6 EDP areas are eligible for Urban Enterprise Zone designation (any area within an existing TAD is excluded), which will provide tax abatement for qualified projects.
- Crime and Grime – Several city departments are working together to improve safety and outlook of city neighborhoods.

## Role of this Redevelopment Plan



*View of Potential Revitalization along Cascade Avenue*

As one of the identified Economic Development Priority Areas, the Campbellton-Cascade Corridors Redevelopment Plan is an important part of the New Century Economic Development Plan and is the result of a collaborative planning process conducted by the City of Atlanta Bureau of Planning to envision the future of these important Southwest Atlanta corridors. This public process included a series of public input meetings, individual stakeholder interviews, an open-house design workshop/charrette, and the distribution of informational flyers.

In addition, detailed area analysis was conducted that included evaluating real estate market, transportation, land use and urban design, and redevelopment conditions within the corridors. This analysis, with public and stakeholder guidance, has formed a set of goals and projects that define a plan for the revitalization and development of these corridors. Each of these corridors is quite different and their goals and projects have been specifically tailored to their unique characteristics and conditions.

## Study Area and Catalyst Sites

The study area is divided into three distinct corridors.

The **Cascade Avenue** corridor runs from Willis Mill Road to Langhorn Street, including the Cascade Heights commercial node on one end, and the Kroger Citi-Center shopping center on the other.

The **Campbellton West** corridor includes the portion of Campbellton Road west of I-285 from the city limits to Barge Road.

The **Campbellton East** corridor includes the portion of Campbellton Road between Greenbriar Mall and Fort McPherson, from Maxwell Drive to Oakland Drive.

### Catalyst Sites

The central strategy for redevelopment in the corridors is the identification and redevelopment of “catalyst” sites. Within each corridor key sites have been identified for significant redevelopment potential based on property ownership patterns, current land use and utilization, market opportunity, and location within the corridor. These sites are intended to serve as early catalysts for continued revitalization throughout the corridors. The six (6) catalyst sites identified include:

**1. Cascade/Ralph David Abernathy** – This area has been identified as a development node along the proposed BeltLine. This plan envisions opportunities for 4-6 story residential, office, and retail development centered on the BeltLine greenway and structured on a set of new street connections.

**2. Cascade/Beecher** – This existing commercial area on the Cascade Avenue corridor is tightly knit into the surrounding neighborhoods making it an ideal location for small-scale neighborhood oriented retail and/or residential revitalization.

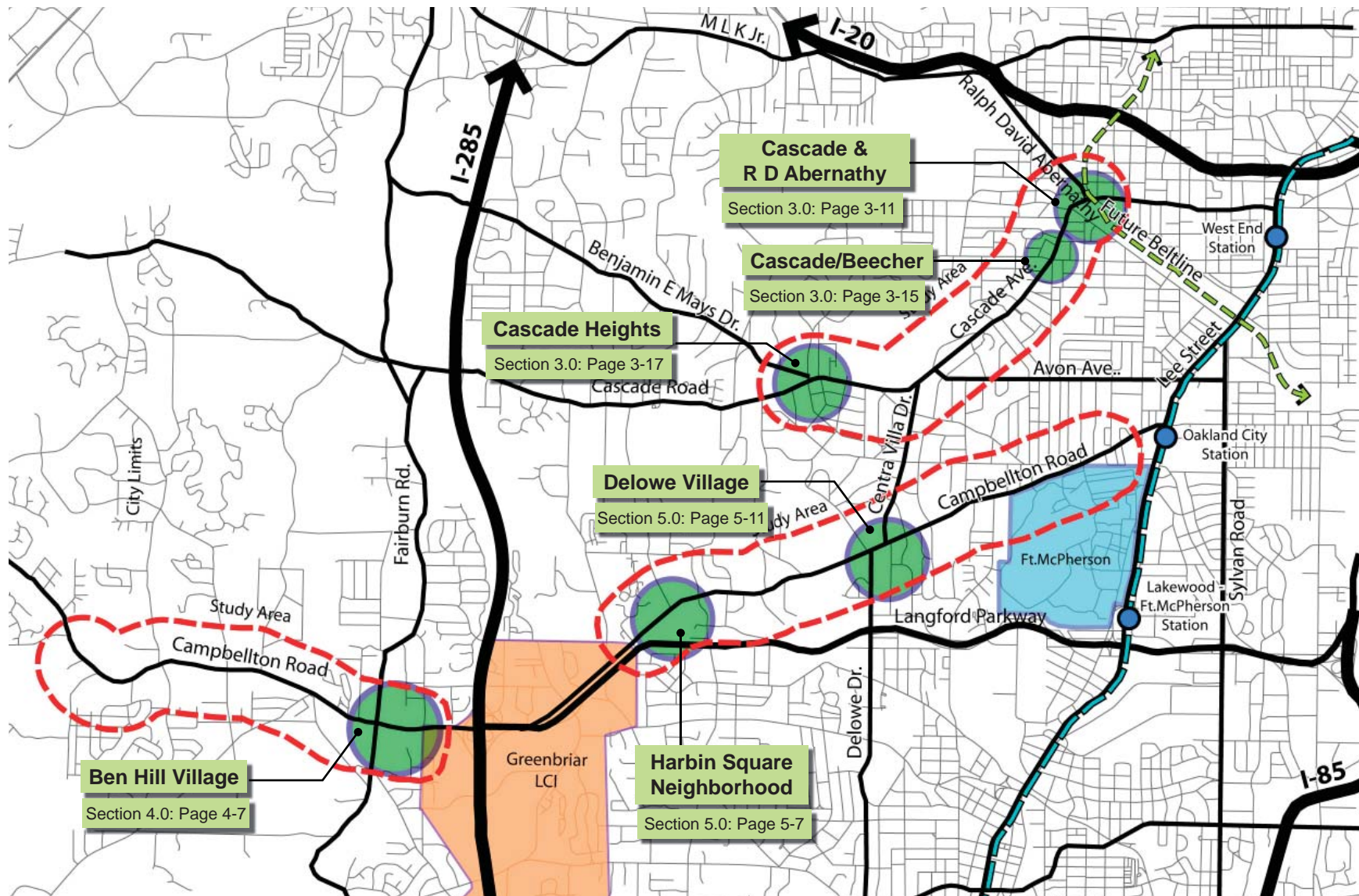
**3. Cascade Heights** – This commercial area at the intersection of Benjamin E. Mays Boulevard and Cascade Avenue, is a prominent location of both neighborhood serving commercial and civic uses and is already undergoing some revitalization. The plan envisions strengthening this area with additional small-scale retail and/or residential infill.

**4. Ben Hill Village** – Located on Campbellton Road between Fariburn and Barge Roads, this is a logical location for redevelopment given its access to I-285 and its central location in the Ben Hill area. The plan envisions a retail anchored, mixed-use project that includes a mix of residential units and office development.

**5. Delowe Village** – Located at the intersection of Campbellton Road and Delowe Drive, this area is the center of retail and multi-family development in the Campbellton East corridor. Much of this aging retail and multi-family development is ripe for redevelopment. The plan envisions the redevelopment and intensification of the Campbellton Plaza and Shamrock Gardens properties into a new mixed-use village with residential, retail and offices uses organized around a central public green.

**6. Harbin Square Neighborhood** – The vacant commercial property on the south side of Campbellton Road at Harbin Road (the old Kia Dealership) represents an important redevelopment opportunity. The plan envisions converting this property into a new residential neighborhood. A public square with supporting retail uses establishes a neighborhood center around which a range of residential uses are proposed including multi-family, condos, townhomes and detached single-family units.

# Executive Summary



Map of Study Corridors with Catalyst Sites



## Role of Fort McPherson and Greenbriar Town Center

There are two areas noticeably absent from the Campbellton – Cascade study area: Fort McPherson and Greenbriar Town Center. Both of these areas are important locations for future development in Southwest Atlanta for jobs and housing. This plan views them as additional “catalysts” sites that either have their own plan (Greenbriar Town Center) or are about to develop one (Fort McPherson). While not officially defined as part of this study area, this plan does recognize that these areas will have a tremendous influence on the future economic development of Southwest Atlanta.

### Fort McPherson

Fort McPherson was designated for closure under the BRAC process in 2005. Mayor Franklin has established a special task force to plan the future of this historic facility. While specific uses for redevelopment of the base have yet to be determined by the Task Force, it will be one of the major economic anchors of the study area into the future and represents a key catalyst site for the Campbellton East corridor.

### Greenbriar Town Center LCI

Located between the Campbellton East and West corridors, the Greenbriar Town Center area was the focus of its own planning process in 2001. The resulting plan envisioned over 1,500 new residential units, 900,000 s.f. of retail development, 200,000 s.f. office/employment uses, and a future 100 room hotel. Redevelopment efforts are on-going and the Greenbriar Town Center area represents an important catalyst site for the Campbellton Road corridor.



*View of Potential Revitalization adjacent to Ft. McPherson*



*View of Potential Redevelopment on Campbellton Road at Campbellton Plaza*

# Executive Summary

## The Redevelopment Plan “At a Glance”

A clear message expressed throughout this planning process from neighborhoods and businesses alike, is the need to revitalize and reinvest in these corridors. This plan has defined needed public and private investment to facilitate revitalization. Projects and recommendations are organized in several key areas:

**Land Use and Zoning** – recommendations include utilizing the City’s Quality of Life Zoning Districts to rezone key properties to support stronger urban design standards, allow mixed-use and increased intensity at appropriate locations, and protect the use and character of adjacent neighborhoods.

- The Redevelopment Plan proposes to rezone over **360 parcels** totaling over **640 acres**.

**Urban Design** – in the form of key area redevelopment plans that illustrate the intended form, use, and design of new development to include public open space, connected and walkable streets, and pedestrian-oriented site design.

- The Redevelopment Plan has defined urban design plans for **six (6) catalyst sites** that propose new streets, parks, and pedestrian-oriented urban form.
- There are over **150 acres** of new public parks and open space proposed (approximately 140 acres of which are in the proposed “Quarry” park in the Campbellton West study area).

**Transportation** - in the form of recommendations that identify needed streetscape, intersection, transit, pedestrian, and bicycle projects that balance the overall mobility of the corridors.

- The Redevelopment Plan proposes over **5.7 miles** of new streets to promote connectivity and redevelopment.
- Over **11 miles** of roads with new sidewalks have been proposed to provide better pedestrian connections along these corridors and to adjacent neighborhoods.
- Over **1.8 miles** of new bike lanes (specifically along Cascade Avenue).
- Over **3.7 miles** of multi-use trails.

**Housing and Economic Development** – in the form of recommended redevelopment “catalyst” sites that define potential development scenarios and implementation strategies to facilitate private redevelopment in key areas.

- In the next five year planning horizon, the six (6) catalyst redevelopment sites represent the potential for over **3,000** new residential units, **300,000 s.f.** of new retail space, and **100,000 s.f.** of office/employment use, totaling over **\$430 million** in private development investment.
- These catalyst sites equate to approximately **5,000 new residents** and over **1,000 jobs**.